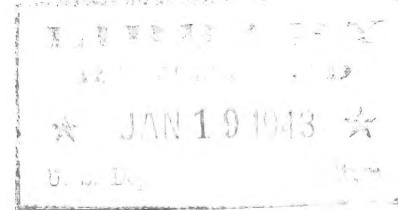


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1943



CARNATION CUTTINGS

Our Specialty



VIRGINIA ROSE

Roman J. Irwin
38 West 27th Street
New York, N.Y.
Telephone
MUrrayHill 4-2444





CARNATION NEWS

For a number of years during the latter part of November and early December, I have called on the leading Carnation Growers in New England, Pennsylvania, New York and other states to check on New Carnation Seedlings to see how they are doing.

I left November 16th this year for a two week trip. I was delighted to see such good stock with most growers and all of them were pleased with the market returns.

For some reason, the cut of Red will be short this Christmas with most growers.

For 1943 and 1944 to save labor, many growers are going to carry over such varieties as Virginia, Virginia Rose, Pelargonium, John Briry and perhaps many other varieties. I saw the above varieties carried over this year and they are doing very well.

Wm. Sims "Northland", New Snow White Seedling looks very promising with growers who have it on trial. Also, Elizabeth Rowe which is a fine substitute for Virginia Rose for growers who cannot grow it.

Scarlet King, Sport of Pelargonium is doing very well with growers who bought it two years ago. It looks very promising to me. The petals are Cream White with Bright Red markings in the center and edge. It is very beautiful.

CULTURAL DIRECTIONS BY WM. SIM & SON, THE INTRODUCERS OF
MARY STUART, SILVERLYN AND LOCHINVAR:—

Mary Stuart, Silverlyn and Lochinvar are fancy novelties which require more care than regular varieties. There is a market for these lovely novelties by the best flower buyers and retailers.

I recommend the above varieties because they are free flowering and will pay any grower who grows them if handled according to directions.

The above varieties should be pinched as late as Sept. 15th to 25th. By doing so, they will come truer to color showing the silver and orchid edging from late November and December and through the winter they will show their true markings.

Calling on Mr. C. B. Johnson, Woburn, Mass. on November 23rd, 1942 he showed me a bench of Silverlyn that he was proud of. He gave them the last pinch September 15th.

We are learning how to grow these fancy varieties. Last year we did not know that Silverlyn, Mary Stuart and Lochinvar should be pinched late to get flowers more true to color with better stems, etc. If you pinch these varieties as late as September 15th to 25th you will have good production from early December until Spring.

Wm. Sim & Son, North Berwick, Maine, the introducers of Silverlyn, Mary Stuart and Lochinvar, grow these varieties and sell them in the Boston Flower Market and they average 2¢ more through the season than any other commercial varieties because they have something different. You can do the same!

Mr. Sim also advised me that he found these novelty varieties do best in soil where the P.H. is around 6.5. For best results he recommends the use of superphosphate on all fancy varieties with silver or orchid edgings and by giving these varieties the extra care, they get a better price in the market.



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IRWIN'S SPECIALTY



CARNATION CUTTINGS

NEW CARNATIONS 1943 VARIETIES

(A)—Agreement Varieties

(P)—Patented Varieties

- (A) **ARUNDEL** (Seedling) A very promising White. Resembles Olivette in form, with good stem, free flowering and a good shipper.

Price: \$4.25 for 25, \$8.00 for 50, \$15. per 100, \$125. per 1000.

- (P) **BAUM'S SUPREME** (Seedling) Dark Rose Pink. Large double flower, free flowering with long stem.

Price: \$5.50 for 25, \$10.50 for 50, \$20. per 100, \$150. per 1000.

BLUSH PETER FISHER, Sport of Peter Fisher. A light blush pink; habit and production same as Peter Fisher. A money making light Pink, a little lighter than Virginia—Not Patented.

Price: \$3.50 for 25, \$6.50 for 50, \$12.50 per 100, \$100. per 1000.

- (P) **DOROTHY NAPIER**, A bright medium Pink. Large full quality flower, good shipper. Grown in Canada and England with excellent success.

Price: \$5.50 for 25, \$10.50 for 50, \$20. per 100, \$150. per 1000.

- (A) **ELIZABETH ROWE** (Seedling) Color like Virginia Rose. Very free large flowering, clean grower, long stem and fine keeper. We advise growers to buy this variety if they cannot grow Virginia Rose.

Price: \$4.25 for 25, \$8.00 for 50, \$15. per 100, \$125. per 1000.

- (P) **KENTUCKY** (Seedling) A deep rich Pink, almost a Better Times color. Large flower and free flowering.

Price: \$5.50 for 25, \$10.50 for 50, \$20. per 100, \$150. per 1000.

- (A) **MARY STUART** (Seedling) A beautiful Novelty. Rich Wine color with Orchid edge. Large full flowers, very free and keeps well. For best results follow our directions in this price list. We are the Exclusive Distributors for 1943.

Price: \$5.50 for 25, \$10.50 for 50, \$20. per 100, \$150. per 1000.

ROSE CARESS, New Rose Pink, originated by the U. S. Dept. of Agriculture in Beltsville, Md.

Price: \$4.25 for 25, \$8.00 for 50, \$15. per 100, \$125. per 1000.

- (P) **TOM KNIPE**, A little deeper and larger than King Cardinal. Flowers are very full with perfect form. Originator claims calyx does not split. It has a long stem and is free flowering. Growers are looking for a better scarlet and are buying Tom Knipe to replace King Cardinal.

Price: \$5.50 for 25, \$10.50 for 50, \$20. per 100, \$150. per 1000.

- (P) **VIRGINIA DARK PINK**, Patent #553. (A NEW SPORT) Dark Pink color same as My Love but deeper than Virginia Rose. Habit and production same as Virginia Rose. You will make no mistake in buying this. When ordering, state New Dark Pink Virginia, Patent #553.

Price: \$3.50 for 25, \$6.50 for 50, \$12.50 per 100, \$100. per 1000.

WHITE VARIETIES

ARUNDEL (Seedling) A very promising White. Resembles Olivette in form with good stem, free flowering and a good shipper.

Price: \$4.25 for 25, \$8.00 for 50, \$15. per 100, \$125. per 1000.

GARDENIA, Largest Snow White in the Laddie Class. Our Exclusive Introduction.

Price: \$3.00 for 25, \$5. for 50, \$8.50 per 100, \$75. per 1000.

NORTHLAND, A large Snow White color. Fine stem, free flowering and good keeper. Our exclusive introduction for 1943. Growers who have seen it growing are buying—we are booked till Feb. 1st. Try Some!

Price: \$5.50 for 25, \$10.50 for 50, \$20. per 100, \$150. per 1000.

OLIVETTE, One of the best Whites. Doing very well with most growers.

Price: \$2.75 for 25, \$4.50 for 50, \$8. per 100, \$70. per 1000.

PATRICIAN, A good large white.

Price: \$1.75 for 25, \$3. for 50, \$5. per 100, \$45. per 1000.

PURITAN, White, a very free-bloomer.

Price: \$1.75 for 25, \$3. for 50, \$5. per 100, \$45. per 1000.

STAR DUST, (Patented) A good white.

Price: \$5.50 for 25, \$10.50 for 50, \$20. per 100, \$150. per 1000.

WHITE PETER FISHER, Exactly the same as Peter Fisher. A money-making White.

Price: \$2.75 for 25, \$4.50 for 50, \$8. per 100, \$70. per 1000.

WHITE MAYTIME, A pure White sport of Maytime.

Price: \$2.75 for 25, \$4.25 for 50, \$7.50 per 100, \$65. per 1000.

LIGHT AND SALMON PINK VARIETIES

BLUSH PETER FISHER, Sport of Peter Fisher. A light blush pink color. Habit and productions same as Peter Fisher. A money-making light pink a little lighter than Virginia. NOT PATENTED.

Price: \$3.50 for 25, \$6.50 for 50, \$12.50 per 100, \$100. per 1000.

CHARM (Patented) A quality salmon-pink resembling Laddie in size but a little darker in color.

Price: \$5.50 for 25, \$10.50 for 50, \$20. per 100, \$150. per 1000.

ELEANOR, Light salmon pink.

Price: \$2. for 25, \$3.25 for 50, \$6. per 100, \$50 per 1000.

GIANT LADDIE, A deep salmon pink, sport of Laddie—Our Exclusive Introduction.

Price: \$3. for 25, \$5. for 50, \$9. per 100, \$80. per 1000.

HERMOSA, Color a little deeper than Virginia.

Price: \$2.50 for 25, \$4. for 50, \$7. per 100, \$60. per 1000.

MAYTIME, A rich shell Pink.

Price: \$2.50 for 25, \$4. for 50, \$7. per 100, \$60. per 1000.

POLLYANNA, A good Laddie salmon-flesh Pink color.

Price: \$4.25 for 25, \$8.00 for 50, \$15. per 100, \$125. per 1000.

RUTH RENGSTENBERG, Color about the same as Virginia.

Price: \$2. for 25, \$3.50 for 50, \$6. per 100, \$50. per 1000.

VIRGINIA, Our exclusive introduction in 1934. Still the best Light Pink.

Price: \$2. for 25, \$3.50 for 50, \$6. per 100, \$50. per 1000.

VIRGINIA HERCULES—Virginia color, larger and fuller flower.

Price: \$4.25 for 25, \$8.00 for 50, \$15. per 100, \$125 per 1000.



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MEDIUM AND DARK PINK VARIETIES

BAUM'S SUPREME (Seedling) Dark Rose Pink. Large double flower, free flowering with long stem.

Price: \$5.50 for 25, \$10.50 for 50, \$20. per 100, \$150. per 1000.

DARK PINK MAYTIME, Deep pink sport of Maytime.

Price: \$2.50 for 25, \$4. for 50, \$7. per 100, \$60. per 1000.

DARK PINK PETER FISHER, A sport of Peter Fisher. Very much in demand.

Price: \$3.25 for 25, \$5.50 for 50, \$10. per 100, \$90. per 1000.

DIRIGO, Dark pink, similar to My Love in size, form and color.

Price: \$2.50 for 25, \$4. for 50, \$7. per 100, \$60. per 1000.

DOROTHY NAPIER, A bright medium Pink. Large full quality flower, good shipper. Grown in Canada and England with excellent success.

Price: \$5.50 for 25, \$10.50 for 50, \$20. per 100, \$150. per 1000.

ELIZABETH ROWE (Seedling) Color like Virginia Rose. Very free large flowering, clean grower, long stem and fine keeper. We advise growers to buy this variety if they cannot grow Virginia Rose.

Price: \$4.25 for 25, \$8.00 for 50, \$15. per 100, \$125. per 1000.

GIANT PETER FISHER, Sport of Peter Fisher with larger flowers. Will be a profitable variety because it is prolific and vigorous.

Price: \$3.50 for 25, \$6.50 for 50, \$12. per 100, \$100. per 1000.

JOHN BRIRY, Dark Pink—our exclusive introduction. Without doubt the most perfect dark pink quality Carnation yet introduced. The flowers should bring more money in the market. It's in the Laddie class.

Price: \$2.75 for 25, \$4.50 for 50, \$8. per 100, \$70. per 1000.

KENTUCKY (Seedling) A deep rich Pink, almost a Better Times color. Large flower and free flowering.

Price: \$5.50 for 25, \$10.50 for 50, \$20. per 100, \$150. per 1000.

NEW DEAL WARD, A selected and improved Boston Ward.

Price: \$2. for 25, \$3.50 for 50, \$6. per 100, \$50. per 1000.

PETER FISHER, A very prolific of the medium or rose pink.

Price: \$2. for 25, \$3.50 for 50, \$6. per 100, \$50. per 1000.

PINK TREASURE, (Patented) A large, full flower of medium or rose pink.

Price: \$5.50 for 25, \$10.50 for 50, \$20. per 100, \$150. per 1000.

ROSALIE (Patented) A good dark pink.

Price: \$5.50 for 25, \$10.50 for 50, \$20. per 100, \$150. per 1000.

ROSE CARESS, New Rose Pink originated by the U. S. Dept. of Agriculture in Beltsville, Md.

Price: \$4.25 for 25, \$8. for 50, \$15. per 100, \$125. per 1000.

VIRGINIA ROSE, Sport of Virginia—Our Exclusive Introduction—Hard to beat for a Ward color. Medium or Rose Pink much lighter in color than Ward but slightly deeper and more uniform than is the case with Pink Treasure or Peter Fisher. The lively rose pink blends well in any floral arrangement. If Virginia does well with you, you cannot afford to be without Virginia Rose.

Price: \$2.75 for 25, \$4.50 for 50, \$8. per 100, \$70 per 1000.

VIVIAN, Dark Pink.

Price: \$2.25 for 25, \$3.75 for 50, \$6.50 per 100, \$55. per 1000.

RED VARIETIES

BARBARA FARR, A scarlet sport of Spectrum Supreme.

Price: \$2.50 for 25, \$4.00 for 50, \$7. per 100, \$60. per 1000.

FIRE CHIEF (Patented) The new red sport of King Cardinal. The color is a little deeper than King Cardinal and the flower has 25% more petals.

Price: \$5.50 for 25, \$10.50 for 50, \$20. per 100, \$150. per 1000.

KING CARDINAL (Patented) A fine scarlet.

Price: \$3.50 for 25, \$6.50 for 50, \$12. per 100, \$100. per 1000.

CRIMSON VARIETIES

BEUERLEIN'S CRIMSON, An outstanding Crimson variety. Resembles Woburn but is much earlier and freer than Woburn.

Price: \$2.75 for 25, \$4.50 for 50, \$8. per 100, \$70. per 1000.

JOYCE, A good crimson.

Price: \$2.75 for 25, \$4.50 for 50, \$8. per 100, \$70. per 1000.

SETH PARKER (Patented) A bright Crimson with a reddish cast which shows to splendid advantage under artificial light. One of the best commercial crimsons.

Price: \$5.50 for 25, \$10.50 for 50, \$20. per 100, \$150. per 1000.

TOPSY, The largest Crimson.

Price: \$2.50 for 25, \$4. for 50, \$7. per 100, \$60. per 1000.

WOBURN, Crimson. The blooms are of good size, are full and well-formed and they keep perfectly. There is never any splitting.

Price: \$2.50 for 25, \$4. for 50, \$7. per 100, \$60. per 1000.

YELLOW VARIETIES

MAINE SUNSHINE, Still the best yellow with growers who can grow it.

Price: \$2.50 for 25, \$4. for 50, \$7. per 100, \$60. per 1000.

YELLOW GOLD (Patented) 1938. A clear yellow.

Price: \$3.50 for 25, \$6.50 for 50, \$12. per 100, \$100. per 1000.

MAINE GOLD, Sport of Golden Wonder, fine keeper, free flowering, roots easily, no restrictions.

Price: \$3.50 for 25, \$6.50 for 50, \$12. per 100, \$100. per 1000.

VARIEGATED AND NOVELTIES

BARBARA BRIGHAM, A sport of Golden Wonder. A beatiful light apricot with pink pencilings.

Price: \$2.50 for 25, \$4.00 for 50, \$7.00 per 100, \$60. per 1000.

CHIEF KOKOMO (Patented) A variegated novelty.

Price: \$3.50 for 25, \$6.50 for 50, \$12. per 100, \$100. per 1000.

CORONET, Yellow with pink markings. Strong stem, free flowering, flowers very full.

Price: \$2.75 for 25, \$4.50 for 50, \$8.00 per 100, \$70. per 1000.

DAIRYMAID, White with distinct penciled lines of deep pink—good commercial variety. A good keeper and shipper.

Price: \$3.25 for 25, \$5.50 for 50, \$10. per 100, \$90. per 1000.

GOLDEN WONDER, Yellow variegated.

Price: \$2.00 for 25, \$3.50 for 50, \$6.00 per 100, \$50. per 1000.

LOCHINVAR—Our Exclusive Introduction. Pelargonium type. Color, rich velvet sheen with orchid edge.

Price: \$3.50 for 25, \$6.50 for 50, \$12. per 100, \$100. per 1000.

MARCHIONESS OF HEADFORT, Pelargonium type. Cream White melting into a ground color of Rich Red; very beautiful.

Price: \$3.50 for 25, \$6.50 for 50, \$12. per 100, \$100. per 1000.

MARY STUART (Seedling) A beautiful Novelty. Rich Wine color with Orchid edge; large full flowers, very free and keeps well. For best results follow our directions in this price list. We are Exclusive Distributors for 1943.

Price: \$5.50 for 25, \$10.50 for 50, \$20 per 100, \$150 per 1000.

PELARGONIUM, White ground, each petal overlaid with Crimson Maroon.

Price: \$3.25 for 25, \$5.50 for 50, \$10. per 100, \$90. per 1000.

PHARAOH, Orange tinted with Pink and Red markings.

Price: \$2.50 for 25, \$4.00 for 50, \$7.00 per 100, \$60. per 1000.

SCARLET KING, Sport of Pelargonium is doing very well with growers who bought it two years ago and propagated their own stock. It looks very promising to me. The petals are Cream White with Bright Red markings in center and edge. Very beautiful.

Price: \$3.50 for 25, \$6.50 for 50, \$12.50 per 100, \$100 per 1000.

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